

**CYBEX ASSOCIATES, INC.**

50 SHELLEY LANE, GREAT NECK, N.Y. 11023



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Poughkeepsie, N.Y., 12603

# BARBIZON-PLAZA HOTEL



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BARBIZON-PLAZA HOTEL—where gracious, luxurious living is yours in this forty-story, completely modern hotel; 100% air conditioned with newest electronically controlled fresh air, noiseless, cooling system. Located in the very heart of New York—within strolling distance of theatres, Radio City, New York Coliseum, Lincoln Center and Fifth Avenue shops, and with the magnificent expanse of Central Park at your front door.

# POST CARD

PLEASE RESERVE THE FOLLOWING ROOM  
ACCOMMODATIONS IN THE NAME OF:

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ARRIVAL: \_\_\_\_\_

DEPARTURE: \_\_\_\_\_

TYPE OF ACCOMMODATION AND RATE  
IF AVAILABLE:

SINGLE @ 16.50, 17.50, 18, 18.50,  
AND 19.50.

TWIN-BEDDED @ 22.50, 23.50, 24,  
25.50 AND 27.50.

SUITES AT 46.00 AND 48.00.

I WILL BE ATTENDING THE **CYBEX**  
ASSOCIATES MEETING, NEW TECH.  
NIQUES IN INFORMATION DISPLAY.

P L A C E  
S T A M P  
H E R E

Mr. David S. Racusin  
General Manager  
Barbizon-Plaza Hotel  
106 Central Park South  
New York, N.Y. 10019

CYBEX ASSOCIATES, INC.

presents

# new techniques in information display

Cybex Associates, Inc. is a new company in the field of information sciences, specializing in system design, evaluation studies, information display, graphical-data processing, and software development. Activities include contract research, consultation for industry and government, and advanced seminars for engineers, scientists and management personnel.

An intensive, five-day course planned specifically for engineers and engineering managers working in development and application of man-machine systems in which visual perception is of prime importance.

Nineteen lectures and demonstration-discussions by engineers and scientists noted for their work in display technology and visual perception will provide you with an unusual opportunity to learn the latest advances in visual perception and ways in which these advances can be applied to the development of new display concepts.

For example, recent developments in the study of subjective color produced by pulse-modulated white light show that particular colors can be produced reliably in visual displays.

Also, work in the field of stereoscopic depth perception has made it possible to produce depth in cathode ray tube displays.

The staff will also discuss techniques for evaluating the effectiveness of displays, considering such criteria as flicker, motion and form discrimination.

The lectures will be complemented by numerous demonstrations of the striking visual phenomena that have direct bearing on the development and evaluation of visual displays.



## Course Outline

### NOV. 18

9:00 a.m. **INTRODUCTION TO PROBLEMS AND PHENOMENA OF PERCEPTION AND THEIR RELATION TO DISPLAY TECHNOLOGY** Dr. Kaufman

10:45 a.m. **DISPLAYS FROM AN ENGINEERING STANDPOINT:** Dr. Young  
Recent advances in integrated displays, displays for high-performance vehicles and three-dimensional and contact analog displays

12:15 p.m. **LUNCHEON BREAK**

1:45 p.m. **THREE DIMENSIONAL DISPLAYS I:** Dr. Kaufman  
Principles of depth perception

3:30 p.m. **THREE DIMENSIONAL DISPLAYS II:** Dr. Julesz  
Recent advances in the study of depth perception

### NOV. 19

9:00 a.m. **THREE DIMENSIONAL DISPLAYS III:** Dr. Kaufman  
Application of theory to the generation of volumetric displays

10:45 a.m. **EVALUATION OF DISPLAYS I:** Dr. Auerbach  
Psychophysical scaling of brightness

12:15 p.m. **LUNCHEON BREAK**

1:45 p.m. **EVALUATION OF DISPLAYS II:** Dr. Auerbach  
Introduction to signal detection

3:30 p.m. **EYE MOVEMENTS AND VISUAL PERCEPTION** Dr. Festinger

### NOV. 20

9:00 a.m. **EVALUATION OF DISPLAYS III:** Mr. Gold  
New applications of signal detection theory in man-machine systems

10:45 a.m. **FIXATIONS OF THE EYE IN VISUAL DISPLAYS** Dr. Kaufman

12:15 p.m. **LUNCHEON BREAK**

1:45 p.m. **FORM PERCEPTION IN DISPLAYS:** Dr. Hochberg  
Generation of coherent forms and scenes by sampling visual and non-visual information

3:30 p.m. **MODELS FOR SPATIAL INTERACTION IN VISION** Dr. Auerbach

### NOV. 21

9:00 a.m. **TEMPORAL INTERACTION:** Dr. Auerbach  
Flicker and masking in visual displays

10:45 a.m. **COMMUNICATION OF SHAPE AND FORM:** Dr. Hochberg  
Ambiguity and how to remove it

12:15 p.m. **LUNCHEON BREAK**

1:45 p.m. **PRINCIPLES OF COLOR VISION** Dr. Kaufman

3:30 p.m. **SUBJECTIVE COLOR:** Dr. Festinger  
Its prediction and usefulness in visual displays

### NOV. 22

9:00 a.m. **MOTION IN VISUAL DISPLAYS:** Dr. Kaufman  
Principles of motion perception and their applications

10:45 a.m. **PROJECTIVE DISPLAYS:** Mr. Gold  
Integrating symbols with real world images

12:15 p.m. **LUNCHEON BREAK**

1:45 p.m. **RECENT ADVANCES IN CATHODE RAY TUBE DISPLAY TECHNOLOGY** Mr. Machover

## Tuition and Accommodations

Tuition for the five-day course is \$300 for the first registrant and \$275 for each additional registrant from the same organization. Checks for tuition should be made payable to: **CYBEX Associates, Inc.**, 50 Shelley Lane, Great Neck, N.Y. 11023, and mailed no later than October 31, 1968.

The course will be conducted at the Barbizon-Plaza Hotel, 106 Central Park South, west of Sixth Ave., New York, N.Y. Classes will start each morning at 9:00 a.m. and end by 5:00 p.m.

The hotel will hold a block of rooms for registrants. Please indicate accommodation requirements on the enclosed hotel reservation card.

## Lecturers

### LLOYD KAUFMAN, Ph.D.:

Associate professor, Yeshiva University; previously with Sperry Rand Corporation, engaged in human factors research.

### LAWRENCE YOUNG, Sc.D.:

Associate professor, Aeronautics and Astronautics, MIT; research in biological control systems and inertial guidance.

### JULIAN HOCHBERG, Ph.D.:

Professor, New York University; previously Professor at Cornell University; author of *Perception*; research in form and space perception.

### BELA JULESZ, Ph.D.:

Head, sensory psychology department, Bell Telephone Laboratories; research in stereoscopic depth perception and form.

### THEODORE GOLD, B.S.M.E., M.A.:

Department Head, human factors, Sperry Gyroscope Division, Sperry Rand Corp.; holder of primary patents in head-up displays.

### LEON FESTINGER, Ph.D.:

Professor, The New School; research in subjective color and eye movements; formerly Professor at Stanford University.

### CARL AUERBACH, Ph.D.:

Assistant professor, Yeshiva University; specialist in psychophysics and mathematical models of perception.

### CARL MACHOVER, B.E.E.:

Vice President, Information Displays, Inc., and President, Society for Information Display.

## registration

### NEW TECHNIQUES IN INFORMATION DISPLAY —

New York City, November 18-22, 1968

Tuition: \$300 (\$275 for each additional registrant from same organization)

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Phone: \_\_\_\_\_

Additional Registrants:

Name \_\_\_\_\_

Title \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Please return registration application with tuition check or purchase order by October 31, 1968 to  
CYBEX Associates, Inc., 50 Shelley Lane, Great Neck, N.Y. 11023